



## **FOR IMMEDIATE RELEASE**

### **Scarborough Gets More Local: Expands Service to Include 17 Additional Small to Mid-Sized Geographies**

NEW YORK (May 14, 2009) –Scarborough Research announced today that it is expanding its Mid-Tier Local Market Service to include 17 additional markets. The Scarborough Mid-Tier Local Market custom studies cover small and medium-sized geographies and measure the retail patterns, lifestyles, demographics and multi-media use of adults age 18+. These local market “qualitative” insights are valuable to media companies, advertising agencies and marketers in the planning, buying and selling of media, prospecting for new business, as well as in developing marketing strategies.

The **NEW markets being added** to Scarborough’s Mid-Tier Local Market Service are:

- Bryan-College Station, TX
- Charleston, SC
- Duluth, MN-Superior, WI
- Huntsville-Decatur, AL
- Jackson, MS
- Joplin-Pittsburg, MO
- Lincoln, NE
- Monterey-Salinas, CA
- Peoria, IL
- Savannah-Hilton Head, GA
- Springfield-Holyoke, MA
- Terre Haute, IN
- Tyler-Longview, TX
- Wausau-Stevens Point, WI
- Wheeling, WV-Steubenville, OH
- Williamsport, PA
- Youngstown, OH

“The brand name ‘Scarborough’ is synonymous with ‘local market consumer research.’ We are expanding our Mid-Tier Studies because our clients have requested a Scarborough branded service for these additional geographic localities,” commented Steve Seraita, executive vice president of sales for Scarborough Research. “On a continuing basis, we evaluate the opportunity to introduce Scarborough into new markets with the goal of providing a research and sales tool that is appropriately calibrated with marketplace demand. “

“In a down economy, local market research becomes even more critical. It can help marketers and media professionals fine-tune their strategies and better focus efforts in order to realize greater efficiencies for their marketing and advertising programs,” commented, Kim Main, senior director of custom research for Scarborough.

Scarborough is already in-field collecting data for some of these markets and will begin to release data to clients in June, 2009. The data collection methodology for these Mid-Tier Studies varies based on client needs, including the level of detail required by charter clients. All markets

utilize a mailed questionnaire to collect consumer data from adults aged 18+. Data can be analyzed via a variety of software platforms, including Pinpoint, Scarborough's proprietary data analysis software for these custom geographies.

The new Mid-Tier Local Market Studies join the 19 localities that Scarborough **ALREADY** **measures** with this service:

- Beaumont-Port Arthur, TX
- Bluefield-Beckley-Oak Hill, WV
- Burlington, VT-Plattsburgh, NY
- Charlottesville, VA
- Chico-Redding, CA
- Columbia, SC
- Corpus Christi, TX
- Grand Junction-Montrose, CO
- Harrisonburg, VA
- Johnstown-Altoona, PA
- Medford-Klamath Falls, OR
- Myrtle Beach-Florence, SC
- Parkersburg, WV
- Reno, NV
- Salisbury, MD
- Santa Barbara-Santa Maria-San Luis Obispo, CA
- Waco, TX
- Wilmington, NC
- Yakima-Pasco-Richland-Kennewick, WA

The full list of Scarborough measured markets can also be found at:

[www.scarborough.com/mid-tier.php](http://www.scarborough.com/mid-tier.php). Those interested in learning more about the Mid-Tier Local Market Studies can contact Deirdre McFarland at 646-654-8434 or email at: [dmcfarland@scarborough.com](mailto:dmcfarland@scarborough.com).

#### **About Scarborough Research**

Scarborough Research ([www.scarborough.com](http://www.scarborough.com), [info@scarborough.com](mailto:info@scarborough.com)) measures the lifestyle and shopping patterns, media behaviors and demographics of American consumers, and is considered the authority on local market research. Scarborough's core syndicated consumer insight studies in 81 Top-Tier Markets, its Multi-Market Study and its national USA+ Study are Media Rating Council (MRC) accredited. Other products and services include Scarborough Mid-Tier Local Market Studies, Hispanic Studies and Custom Research Solutions. Scarborough measures 2,000 consumer categories and serves a broad client base that includes marketers, advertising agencies, print and electronic media (broadcast and cable television, radio stations), sports teams and leagues and out-of-home media companies. Surveying more than 220,000 adults annually, Scarborough is a joint venture between Arbitron Inc. ([www.arbitron.com](http://www.arbitron.com)) and The Nielsen Company ([www.nielsen.com](http://www.nielsen.com)).

**Contact:** Deirdre McFarland, Scarborough Research  
646-654-8434 / [dmcfarland@scarborough.com](mailto:dmcfarland@scarborough.com)